



BRIDGE OF HISTORY

October 11, 2004

JOINT INTERNATIONAL BRIDGE AUTHORITY

SAULT STE. MARIE, MICHIGAN

SAULT STE. MARIE, ONTARIO

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NEWS RELEASE

The International Bridge Administration today announced that one-way traffic crossings of the International Bridge at Sault Ste. Marie totaled 175,118 for the month of September, 2004. This represents a decrease of 1.78% as compared to September, 2003.

Traffic statistics for the month are as follows:

<i>Vehicle Classification</i>	<i>One-Way Crossings</i>	<i>Change from September, 2003</i>	<i>Percent of Total Crossings</i>
<i>Full-Fare Passenger Cars:</i>	92,142	-1.2%	52.6%
<i>Commuter Fare:</i>	62,456	-4.0%	35.7%
<i>Car Pulling Trailers</i>	8,454	3.7%	4.8%
<i>Commercial Trucks:</i>	12,066	1.8%	6.9%
<i>Totals:</i>	175,118		100%

Traffic for calendar year 2004 has totaled 1,422,830 vehicles; this represents a decrease of 2.6% as compared to 2003. Since the bridge opened in 1962, over 76,550,000 vehicles have crossed the structure.

Manager's note: Sales of IQ Cards began on Monday October 4, 2004. The IQ Card is the replacement to the bridge ticket books. Public response has been strong and positive for the reusable cards, with daily card sales doubling the prior average daily book sales. IQ Cards, which only require a 1 crossing minimum in 122 days to remain active, averaged 160 new accounts each day. Ten percent of the new IQ Card customers registered online after purchasing their cards. Registration gives enhanced benefits such as additional cards on account or account balance protection for lost or stolen cards.

Registration can be completed online at www.michigan.gov/iba, after purchasing an IQ Card from our toll booth attendants. We continue to look forward to providing our customers with quick and convenient service.

Sincerely,

International Bridge Administration

Phillip M. Becker, P.E.
General Manager

REPLY TO: PHILLIP M. BECKER, P.E., GENERAL MANAGER

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